

IN THE CLAIMS:

1. (currently amended) An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing thereinto identification information of a customer and a point degree owned by the customer in relation to each other;

means for accepting the identification information of ~~[[a]]~~ the customer from a terminal apparatus of the customer;

means for acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer; and

display point degree determining means for determining a display point degree to be displayed in combination with the advertisement information based upon the ~~acquired~~ point degree owned by the customer; wherein

said display point degree determining means determines ~~[[a]]~~ the display point degree ~~of a point to be displayed~~ based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by ~~[[a]]~~ the customer increases in response to the customer selecting the advertisement, ~~[[a]]~~ the display point degree to be displayed decreases, the display point degree not decreasing to 0 when the customer first selects the advertisement.

Claims 2-3. (canceled)

4. (original) An advertisement supplying system as claimed in claim 1 wherein:

a minimum value of the point degree to be displayed is equal to 0.

5. (currently amended) An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing therein identification information of a customer and personal information related to the customer in relation to each other;

means for accepting the identification information of ~~[[a]]~~ the customer from a terminal apparatus of the customer;

means for acquiring the personal information related to the customer from said storage means, said personal information being related to the accepted identification information of the customer; and

display point degree determining means for determining a display point degree to be displayed in combination with the advertisement information based upon the ~~acquired~~ point degree owned by the customer; wherein

said display point degree determining means determines ~~[[a]]~~ the display point degree ~~of a point to be displayed~~ based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by ~~[[a]]~~ the customer increases in response to the customer selecting the advertisement, ~~[[a]]~~ the display point degree to be displayed decreases, the display point degree not decreasing to 0 when the customer first selects the advertisement.

6. (original) An advertisement supplying system as claimed in claim 5 wherein:

the personal information related to the customer corresponds to information as to at least any one of a sex of the customer, an age thereof, and a taste thereof.

7. (previously presented) An advertisement supplying system as claimed in claim 1 wherein:

a sort of point degree selected by the display point degree determined means; and

the display point degree determined by said display point degree determining means is selected from the sort of point degrees selected by the display point degree means.

8. (currently amended) A computer readable medium for causing a computer to function as an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, the computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

storing ~~into a storage means~~ identification information of a customer and a point degree owned by the customer in relation to each other;

accepting the identification information of ~~[[a]]~~ the customer from a terminal apparatus of the customer;

acquiring the point degree owned by the customer related to the accepted identification information of the customer; and

determining a display point degree to be displayed in combination with the advertisement information based upon the ~~acquired~~ point degree owned by the customer wherein;

said determining includes determining display point degree ~~determining means determines~~ ~~[[a]] the display point degree of a point to be displayed~~ based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by ~~[[a]]~~ the customer increases in response to the customer selecting the advertisement, ~~[[a]] the display point degree to be displayed decreases, the display point degree not decreasing to 0 when the customer first selects the advertisement.~~

9. (currently amended) A computer readable medium for causing a computer to function as an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, the computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

storing ~~into a storage means~~ identification information of a customer and personal information related to the customer in relation to each other;

accepting the identification information of ~~[[a]]~~ the customer from a terminal apparatus of the customer

acquiring the personal information related to the customer, said personal information being related to the accepted identification information of the customer; and

determining a display point degree to be displayed in combination with the advertisement information based upon the ~~acquired~~ point degree owned by the customer wherein;

said ~~determining includes determining display point degree determining means~~ ~~determines~~ ~~[[a]]~~ the display point degree of ~~a point to be displayed~~ based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by ~~[[a]]~~ the customer increases in response to the customer selecting the advertisement, ~~[[a]]~~ the display point degree to be displayed decreases, the display point degree not decreasing to 0 when the customer first selects the advertisement.

10. (currently amended) A method of displaying a point in an advertisement supplying system which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, the method comprising the steps of.

a) storing ~~into a storage means~~ identification information of a customer and a point degree owned by the customer in relation to each other;

b) accepting the identification information of ~~[[a]] the~~ customer from a terminal apparatus of the customer;

c) acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer;

d) determining a display point degree to be displayed in combination with the advertisement information based upon the ~~acquired~~ point degree owned by the customer using ~~a display point degree determining means~~; wherein

said ~~determining includes determining display point degree determining means~~ ~~determines~~ ~~[[a]] the display point degree of a point to be displayed~~ based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by ~~[[a]] the~~ customer increases in response to the customer selecting the advertisement, ~~[[a]] the display point degree to be displayed decreases, the display point degree not decreasing to 0 when the customer first selects the advertisement.~~